

MTD Sales
737.97 L

Brand Share %
14.14 %

Information:

MTD : 01-09-2025 To 14-09-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **14.14 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	278.91	18.51 %
Fridge	166.05	14.12 %
Wash-Mac	157.30	14.95 %
Air-Cond	99.92	7.39 %
D-Freez	16.43	65.73 %
W.Heater	12.28	15.12 %
Oven	4.60	22.50 %
W-Disp	2.48	43.76 %
Total	737.97	14.14 %

Sales Zone	MTD Sales L	Brand Share %
CHENNAI-01	103.40	13.14 %
SOUTH-01	101.01	11.13 %
SOUTH-03	93.81	14.55 %
CHENNAI-02	87.03	14.89 %
WEST-02	77.72	17.02 %
TRICHY-01	67.92	10.98 %
SOUTH ARCOT	67.77	18.18 %
WEST-01	63.44	16.03 %
NORTH ARCOT	61.30	19.26 %
KL-SOUTH	14.56	10.86 %
Total	737.97	14.14 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	36.25	18.74 %
Wash-Mac	25.73	16.15 %
Fridge	20.17	14.09 %
Air-Cond	16.33	6.09 %
D-Freez	2.19	67.32 %
W.Heater	1.70	10.43 %
Oven	0.74	26.93 %
W-Disp	0.30	44.96 %
Total	103.40	13.14 %

Branch *	MTD Sales L	Brand Share %
CH16	7.91	12.71 %
CH08	4.99	9.98 %
CH42	4.94	11.75 %
CH48	3.88	12.25 %
CH45	3.57	11.72 %
CH30	3.21	12.72 %
CH07	3.09	9.00 %
CH19	2.39	5.59 %
CH11	1.96	5.82 %
CH22	1.87	8.26 %
CH05	1.86	3.67 %
CGL1	1.05	7.13 %
KNR1	0.67	4.24 %
CH29		0.00 %
CH40		0.00 %
MC10		0.00 %
Total	103.40	13.14 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	30.45	14.98 %
LED TV	29.37	12.88 %
Wash-Mac	19.45	11.49 %
Air-Cond	16.37	5.69 %
D-Freez	4.27	59.25 %
W.Heater	0.49	6.15 %
Oven	0.46	11.58 %
W-Disp	0.14	20.52 %
Total	101.01	11.13 %

Branch *	MTD Sales L	Brand Share %
RPM1	5.88	7.76 %
NGR1	5.15	10.57 %
TUT1	4.83	4.26 %
KVT1	4.72	12.94 %
SDI1	4.24	13.04 %
SVK1	3.75	14.01 %
VLY1	3.27	12.67 %
TKS2	2.89	10.31 %
TUT2	2.79	6.00 %
PKD1	2.15	9.56 %
VNR1	1.80	13.24 %
VNR2	1.79	6.13 %
MAR1	1.79	4.96 %
MMT1	1.73	9.80 %
TCN1	1.58	7.98 %
APK1	1.44	10.87 %
APK2	1.34	10.59 %
TYI1	1.33	6.98 %
TVL2	1.07	12.65 %
STU2	1.06	10.54 %
TKY1	0.95	5.65 %
COL1	0.88	14.09 %
VKM1	0.73	5.71 %
ARM1	0.63	7.66 %
UDN1	0.61	4.14 %
S2SD	0.39	7.30 %
ASM1	0.13	1.35 %
Total	101.01	11.13 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	33.65	17.76 %
Fridge	21.69	12.65 %
Wash-Mac	19.14	14.36 %
Air-Cond	16.13	11.66 %
D-Freez	1.68	70.44 %
W.Heater	1.33	17.84 %
Oven	0.11	6.40 %
W-Disp	0.07	18.25 %
Total	93.81	14.55 %

Branch *	MTD Sales L	Brand Share %
MDU1	9.45	12.11 %
DGL1	4.91	10.72 %
MDU2	4.46	9.59 %
MDU6	4.13	12.09 %
ATG1	4.12	11.21 %
MDU3	2.43	12.26 %
CBM1	1.70	13.51 %
TMM1	1.64	7.27 %
PNV1	1.50	13.24 %
TEN2	1.23	9.10 %
MPA1	1.20	6.84 %
TEN1	1.13	8.22 %
KRR1	0.81	7.90 %
MDU4	0.76	5.65 %
SZSD	0.50	9.17 %
BNR1	0.47	5.42 %
CMR1	0.38	7.30 %
DKI1	0.30	2.39 %
BTU1	0.24	3.69 %
NTM1		0.00 %
Total	93.81	14.55 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	28.25	17.09 %
Wash-Mac	23.47	21.21 %
Fridge	16.03	15.77 %
Air-Cond	14.57	7.53 %
W.Heater	1.87	23.36 %
Oven	1.30	52.16 %
D-Freez	1.14	54.90 %
W-Disp	0.38	55.21 %
Total	87.03	14.89 %

Branch *	MTD Sales L	Brand Share %
CH03	6.63	10.95 %
CH15	6.21	10.56 %
CH21	4.99	11.85 %
CH18	4.23	11.63 %
CH12	3.98	9.34 %
MJR1	3.76	13.30 %
CH09	2.92	14.12 %
CH43	2.86	13.68 %
CH44	2.80	13.65 %
CH17	1.99	12.30 %
CH27	1.16	13.38 %
CH36	0.69	10.38 %
CH32	0.37	5.60 %
CH46	0.30	2.94 %
MC06		0.00 %
CH01		0.00 %
Total	87.03	14.89 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	32.09	21.55 %
Wash-Mac	19.41	15.67 %
Fridge	16.70	14.10 %
Air-Cond	5.65	10.69 %
W.Heater	2.39	26.66 %
D-Freez	0.86	70.61 %
W-Disp	0.46	76.99 %
Oven	0.17	9.10 %
Total	77.72	17.02 %

Branch *	MTD Sales L	Brand Share %
SLM1	3.66	10.93 %
HSR2	3.50	10.81 %
ERD1	2.44	9.26 %
TRM1	2.44	8.89 %
SLM3	1.50	7.38 %
VKL1	1.35	13.70 %
HSR1	1.21	6.16 %
KRI1	1.18	9.69 %
PLC1	0.76	11.09 %
HRR1	0.68	13.02 %
WZWH	0.55	11.28 %
Total	77.72	17.02 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	27.15	15.08 %
Fridge	15.31	11.19 %
Wash-Mac	13.11	13.05 %
Air-Cond	9.37	4.98 %
W.Heater	1.42	14.38 %
D-Freez	1.28	71.11 %
W-Disp	0.23	41.63 %
Oven	0.06	5.25 %
Total	67.92	10.98 %

Branch *	MTD Sales L	Brand Share %
TRY1	9.95	7.34 %
PBR2	4.86	13.61 %
PTK1	3.57	11.30 %
MVM1	3.22	11.00 %
KIK1	3.17	12.53 %
KUM1	3.09	9.03 %
TNJ2	2.81	10.05 %
TRY3	1.77	12.64 %
TVR2	1.48	4.69 %
ORU1	1.37	9.99 %
TNJ1	1.22	3.32 %
JKM1	1.16	9.36 %
TRY2	1.11	10.01 %
APM1	0.77	8.18 %
PBR1	0.46	4.92 %
TTP1	0.41	4.07 %
MSI1	0.28	2.55 %
Total	67.92	10.98 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.21	25.39 %
Fridge	12.48	14.35 %
Wash-Mac	11.67	16.98 %
Air-Cond	10.08	11.04 %
D-Freez	3.04	74.62 %
W.Heater	0.68	13.80 %
W-Disp	0.38	54.34 %
Oven	0.23	25.94 %
Total	67.77	18.18 %

Branch *	MTD Sales L	Brand Share %
CUD1	3.88	13.65 %
VCM1	1.39	12.39 %
TVM2	0.61	10.93 %
KML1	0.34	2.62 %
Total	67.77	18.18 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	27.63	20.80 %
Wash-Mac	15.23	15.05 %
Fridge	15.09	15.34 %
Air-Cond	3.14	6.54 %
W.Heater	1.17	11.34 %
D-Freez	0.70	52.12 %
Oven	0.40	13.65 %
W-Disp	0.07	9.26 %
Total	63.44	16.03 %

Branch *	MTD Sales L	Brand Share %
CBE2	4.15	6.31 %
KMR1	1.68	5.72 %
TPR1	1.66	10.86 %
CBE6	1.56	8.62 %
TPR2	1.45	11.22 %
SUL1	1.00	11.15 %
TPR4	0.48	7.47 %
KGI1	0.39	4.74 %
MPM1	0.14	1.37 %
WZSD	0.13	6.95 %
KGM1		0.00 %
Total	63.44	16.03 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	29.29	29.16 %
Fridge	12.75	17.05 %
Wash-Mac	9.38	14.83 %
Air-Cond	6.42	9.22 %
W.Heater	1.16	17.58 %
Oven	0.96	48.57 %
D-Freez	0.89	84.77 %
W-Disp	0.44	72.90 %
Total	61.30	19.26 %

Branch *	MTD Sales L	Brand Share %
TRL1	3.79	12.47 %
KPM2	2.93	8.65 %
TRR1	1.84	10.87 %
GDM1	1.37	12.23 %
PTU1	0.63	13.93 %
CPT1	0.57	12.42 %
PLR1	0.38	10.61 %
BGR1	0.18	2.62 %
CGM1	0.12	1.49 %
Total	61.30	19.26 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	6.02	11.33 %
Fridge	5.36	12.98 %
Air-Cond	1.86	12.33 %
Wash-Mac	0.70	3.13 %
D-Freez	0.39	64.46 %
Oven	0.16	23.69 %
W.Heater	0.07	7.99 %
Total	14.56	10.86 %

Branch *	MTD Sales L	Brand Share %
TVP1	6.67	8.56 %
KLR1	2.24	10.24 %
Total	14.56	10.86 %